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**MAKE TONIGHT DELICIOUS!
*Delicious Sexywear of New York Launches 2011 Costume Collection***

MELVILLE, NY (March 2, 2011) – Delicious Sexywear of New York, a division of Rubie's Costume Company Inc. is proud to announce the addition of over 60 new sexy styles for 2011. The 2011 Delicious Collection made its eye-catching debut at the International Halloween and Party Expo in Houston, Texas in late January and will be available to retailers nationwide this Halloween season.

Inspired by New York's fashion district, each costume by Delicious utilizes superior fabrics and trimmings - creating trendsetting designs for today's fashion conscious consumer. Some of these hot new styles include: gypsies and magicians, along with traditional favorites such as fairy tale character, "Go Ask Alice", and the patriotic sailor, affectionately called "Stars and Stripes".

"We want to take a fresh new approach with each and every design." stated Patty Gatto, Delicious National Sales Director. "It's very important to us that our customers feel sexy, confident and completely satisfied with their purchase; therefore, many of the costumes include accessories to help complete the overall look."

In addition, a plus size collection of best-selling styles has been introduced under the name "Extra Delicious". Along with this figure friendly line, Delicious has also added a festive Holiday collection that's playful and sweet. Not one to cut corners, Delicious has a sexy little something for everyone in 2011!

Speaking of sexy, Delicious also expanded its line of officially licensed costumes by Playboy®. Over a dozen new gorgeous designs were added to this already impressive collection. With details being a top priority, Delicious by Playboy® exudes sex appeal with highly styled, ultra-feminine costumes that are beautifully showcased in upscale packaging.

About Us

Delicious Sexywear of New York, a division of Rubie's Costume Company, Inc. is an international designer, manufacturer and wholesaler of sexy Halloween costumes. Delicious provides top-quality costumes that are inspired by NYC's Fashion district, designed by Fashion Avenue trained designers, pattern-makers and fabric buyers. Offering over 130 unique designs, Delicious also includes costumes officially licensed by Playboy®. As one of the most iconic brands in the world, Delicious by Playboy offers highly styled, ultra-feminine costumes that are beautifully showcased in upscale packaging. For more information please call 516-281-2800 or visit www.delicioussexywear.com.